

# AQUACULTURE COMPENDIUM – CAB INTERNATIONAL

## STREAM Initiative Case Study

<b>TITLE OF CASE STUDY:</b>	<b>SI 3 “Encouraging them to come to us!” Changing the way that information is made available to farmers</b>
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### SUMMARY (150 words)

Recommendations for changes to service provision and fisheries policy in support of poverty alleviation emerged recently in India from a process known as *facilitated advocacy* (see case study SI 2) that helped to negotiate and support a role for poor people and their service providers, to contribute to changes in services and policies. Two of the key recommendations to emerge from farmers and fishers, which were prioritized by Fisheries Departments, were ‘to change the way that information is made available’ and ‘to simplify procedures for accessing government schemes and bank loans’.

This case which identifies the origin of these recommendations to change the way that information is made available, shows how different models of the concept have emerged, and follows the development of the One-stop Aqua Shops (OAS) in the eastern Indian states of Jharkhand, Orissa and West Bengal, that represent a new and vital tier in communications in aquaculture.

### NON-ENGLISH SUMMARY

*Bengali, Oriya summaries... to appear here.*

### BACKGROUND (500 words)

Stakeholders at village, state, regional and national level in India, including farmers, fishers their immediate service providers and state and national fisheries officials recently proposed a series of recommendations for changes to service provision and policy development. Further engagement, which led to prioritization of the proposed recommendations, involved a specially designed Consensus-Building Process for local and state-level officials. Finally, interactions with national policy makers, through facilitated meetings, which used drama, documentaries, statements from fishers and farmers, and sessions specifically seeking people's contributions to proposed, prioritized change recommendations completed a way of working which became known as *facilitated advocacy* (See case study SI 2).

Of the priority recommendations to emerge from the facilitated advocacy process were the following: ‘to change the way that information is made available to farmers and fishers’, to develop ‘Single-point under-one-roof service provision’ and ‘Procedures should be simplified for getting government schemes and bank loans’.

People in India who are interested in starting aquaculture have to travel to many locations in search of the information and resources they required to understand how to get started. This includes becoming aware of government, inter-governmental and NGO support, rural banking services and gathering specific technical advice and inputs.

The Network of Aquaculture Centers in Asia Pacific (NACA), Support To Regional Aquatic Resources Management (STREAM) Initiative with funds from the UK Government Department for International Development (DFID) Natural Resources Systems Program (NRSP) and with the support of the Indian Council of Agricultural Research (ICAR), the NGO Gramin Vikas Trust (GVT), has worked with farmers and fishers to encourage the implementation of these recommendation.

This case identifies the origin of the recommendations, and how they have given rise to different models of a new communications concept that has emerged. It follows the development of the One-stop Aqua Shops (OAS) in the eastern Indian states of Jharkhand, Orissa and West Bengal, that represent a new and vital tier in the development process which is making aquaculture support more readily available to people with few resources in remote areas.

## DESCRIPTION OF ISSUE OR PRACTICE

Table 1, below, is essentially a matrix of stakeholders and facilitated advocacy activities, that charts the origin of the recommendation 'to change the way that information is made available to farmers and fishers' in India. It highlights the parts of the facilitated advocacy process (See SI 2 Case study), from which recommendations and comments on recommendations arose. For example, a STREAM Initiative workshop was conducted in Ranchi, Jharkhand in May 2002 to contribute to giving people a voice in policy making processes that have an impact on their livelihoods. The specific objective of the workshop was to understand experiences of the rural aquaculture service provision from the perspective of representatives of recipient groups. It was during this workshop that the recommendations were first voiced by groups of recipients of service provision. It is also apparent from the matrix (table 1) that the government was already receptive to the need for innovative extension techniques, that DFID NRSP was keen to raise awareness of this issue and to build capacity, and that a high-level committee of the Nation Government had also voiced the need for coordination and adequate extension. At every stage of the facilitated advocacy process, recipients of service provision continued to highlight this need. The state Departments of Fisheries, and NGOs engaged in the area, concurred with this view, which was eventually prioritized by service providers during the Consensus-building Process.



*Meeting of recipients of service provision in Chhota Changru Village, Silli Block, Ranchi District Jharkhand  
(photo Bill Savage 2002)*

It was during this workshop that the recommendations were first voiced by groups of recipients of service provision. It is also apparent from the matrix (table 1) that the government was already receptive to the need for innovative extension techniques, that DFID NRSP was keen to raise awareness of this issue and to build capacity, and that a high-level committee of the Nation Government had also voiced the need for coordination and adequate extension. At every stage of the facilitated advocacy process, recipients of service provision continued to highlight this need. The state Departments of Fisheries, and NGOs engaged in the area, concurred with this view, which was eventually prioritized by service providers during the Consensus-building Process.

Efforts to carry forward these recommendations into practice were supported by a follow-on project from DFID NRSP (R8334), which aimed to promote, together with key policy actors, the pro-poor policy lessons of project R8100. At the outset there were meetings with policy makers in Delhi, a Stakeholder Meeting in Ranchi and field visits in West Bengal, all conducted in September 2003.

The GOI, had received the policy change recommendations and outcomes of R8100 formally in August, and had already provisionally analyzed these. They then supported the Deputy Fisheries Commissioner to attend the R8334 Stakeholder Workshop in Ranchi.

Table 1: The origin of recommendations for Improving service delivery (DFID NRSP Research Project R8100) 2002 -2003									
Recommendation: Government needs to change how information is made available to farmers, since information on its schemes to support fish culture is required to be known to farmers									
Facilitated Advocacy		Inception Report	Implementers and Recipients Workshop	Planning Visit	State-level Workshops	Stakeholders Workshop	Lessons Learnt	Indicators, Consensus-building and Recommendations	Policy Review Workshop
.....		.....	.....	.....	.....	.....	.....	.....	▶
Stakeholders	R		<b>Best</b> way to get information through Block officers, posters and radio <b>Farmers</b> have to approach government <b>Government</b> needs to change how information is made available to farmers, since information on its schemes to support fish culture is required to be known to farmers <b>Linkages</b> and relations formed with government officials	<b>People</b> aware that information is available through IT resources, but frustrated that providers not accessing these resources since few provisions available <b>Importance</b> of language in provision of information <b>Local</b> language bulletins well received, though most extension material is in English	<b>Lack</b> of information and facilities from government <b>Information</b> on provision of government facilities to be provided <b>Need</b> information about improved techniques <b>Government</b> provides training, but villagers don't know if it's relevant <b>More</b> and simplified communication <b>Radio</b> , TV and journals	<b>Information</b> is a constraint	<b>Local</b> languages should be used <b>Government</b> should visit villages for consultations to inform of policies		
	D-S					<b>Awareness</b> of government schemes to interested farmer groups Provide modern audiovisual equipment	<b>Consultation</b> needs to be enhanced	<b>Priority 3</b>	<b>Many</b> people are not aware of schemes – we need more adequate staff

R = Recipients, D-S = State Departments of Fisheries, G = NGO GVT, P = DFID NRSP R8100 Project, I = Government of India

<b>Table 1: The origin of recommendations for Improving service delivery (DFID NRSP Research Project R8100) 2002 -2003 (continued)</b>								
<i>Recommendation: Government needs to change how information is made available to farmers, since information on its schemes to support fish culture is required to be known to farmers (continued)</i>								
<b>Facilitated Advocacy</b>		Inception Report	Implementers and Recipients Workshop	Planning Visit	State-level Workshops	Stakeholders Workshop	Lessons Learnt	Indicators, Consensus-building and Recommendations
								➔
<b>Stakeholders</b>	G	<b>Innovative</b> extension techniques	<b>Information</b> and feedback from all levels		<b>Develop</b> information system about schemes	<b>Community</b> ASHG not given sufficient information <b>Leaflets</b> and other documents needed <b>Farmers</b> not aware of schemes <b>Communication</b> gap between community and government <b>Two-way</b> channels of communication <b>Awareness-</b> generating meetings	<b>Government</b> and bank officials could be invited to visit villages to improve understanding and communication <b>Excluding</b> groups from consultation means inappropriate policies <b>Better</b> schemes will result from improved links among village, block and district levels	<b>All</b> information regarding aquaculture should be available at local level
	P	<b>Capacity</b> -building and awareness-raising for fisheries officers						
	I	<b>Need</b> for coordination and adequate extension was recognized (High-Level Committee)			<b>Database</b> on water resources and farmers <b>Increase</b> use of non-traditional resources and systems			<b>Priority 3</b>  <b>There</b> may be communication gaps, between states-GOI, state-district, and district-farmers

Representing GOI, Dr Chauhan, the Deputy Fisheries Commissioner, suggested that a suitable mechanism for carrying forward these change recommendations might be to look at how they could be incorporated into the Fish Farm Development Agency scheme of the Government.

The follow-on project was strongly welcomed and there was good agreement on the elements of the project and some important changes to proposed actions which were highlighted by stakeholders. These included suggestions for more study of existing policies and acts, and calling a meeting of financial and banking representatives including the Reserve Bank of India, NABARD, and the State-level Bankers Committee to discuss rural provision of financial products especially to Self-Help Groups. There were many excellent suggestions about communications including addressing communication strategies at state-level. Policy makers and other stakeholders highlighted that some of the policy recommendations from R8100 could be implemented as changes in ways of working and may form *Policy Briefs* which could be circulated.

Following the receipt of the R8100 recommendations, Mr Pattanaik, the Joint Secretary of Department of Animal Husbandry and Dairying, Ministry of Agriculture, informed NACA STREAM that he had prepared and distributed a Government Circular requesting state governments to consider *extending the length of the pond lease period for Self-Help Groups*. In 2004 he shared the whole facilitated advocacy process with other Asia Pacific Fisheries Officials at the United Nations, Food and Agriculture Organization Fisheries Committee (APFIC) meeting in Chaing mai.

Back in eastern India, in November 2003, the Commissioner-cum-Secretary for Fisheries and Animal Resources, Government of Orissa, A K Tripathy IAS, confirmed to STREAM Communications Specialist, Bill Savage, and Dr Tripathi at the STREAM/NRSP/ICAR/GVT State-level Communications Strategy Workshop in Bhubaneswar that he had received the Ministry of Agriculture *directive* and would be implementing it.



*Women's group takes lease on a pond in Kundeimal Village, Daogon Block, Orissa*  
(photo Graham Haylor 2004)

Then during a field visit to Orissa in February 2004, implementation was confirmed at the block administrative level when STREAM Director, Graham Haylor met with Mr Pandey, Daogon Block Development Officer, the Gram Panchyat Sapanch, Mr Satru Ghana, and the Fisheries Extension Officer, Mr Suratha Naik. They confirmed that the Government of Orissa had launched the so-called Revised Long-term Action Plan (RLTP) that would increase the lease period and that this would include Self-Help Groups and would take effect from April 2004, with tanks over 40 ha administered by the Department of Fisheries (DOF) and smaller tanks under local Panchayat administration.

The process of facilitated advocacy chalked up its first tangible success.

NACA STREAM established a Communications Hub in association with ICAR and GVT, under the NACA Agreement with the Government of India, to support the development of a communications strategy, to begin to address the recommendations to *change the way that information is made available*.



The (R8334) Stakeholder Workshop in September 2003, highlighted some of the components of service provision for aquaculture which might be part of a *single-point under-one-roof provision of services* (or as the Deputy Director General of the Indian Council for Agricultural Research had phrased it “Aquashop”). These might include: information resources (extension booklets, videos, drama, study tours, mentoring) for awareness-raising and Better Practice Guidelines on, husbandry and managerial skills development, logistical support (transport, harvesting, marketing advice and regularly-updated market information), financial products (such as savings, loans, insurance, credit), material resources including fish seed, production enhancing inputs (fertilizers, manures, lime, feeds or supplementary feeds) and production-diminishing factors (routine water quality testing procedures, water treatment chemicals, fish disease treatments).



*Federation of Self-Help Groups Kaipara, General Body meeting (photo G Haylor 2004)*

State-level Communication Strategy Workshops were held in each state during October and November of 2003, followed in January 2004, by a Planning Meeting to identify suitable mechanisms for carrying forwards the change recommendations and pilot testing revised procedures especially related to sharing information.

At the meeting, Kuddus Ansary a farmer from Kaipara Village in West Bengal and Secretary of a federation of Self-Help Groups established there (See SI 1 Case study), put forward his suggestion that a pilot One-Stop Aqua Shop (OAS) (as the workshop called it) should be established by the federation. Other

suggestions for pilot locations were also put forward, including the Jharkhand Department of Fisheries (in Ranchi), the Central Institute for Freshwater Aquaculture (in Bhubaneswar, Orissa) and an Orissa Government project in the western districts of that state.

Following the STREAM Planning Meeting in January 2004, three interesting institutional outcomes occurred.

First, the Assistant Director Fisheries, Jharkhand State began discussions with Director Fisheries and the District Fisheries Officer (DFO) -cum- CEO of the Ranchi Fish Farm Development Agency (FFDA) about the possibilities of opening a One-stop Aqua Shop (OAS). On May 7<sup>th</sup> the first OAS was opened in India, by the FFDA, DOF at Ranchi. A large number of farmers have already visited the OAS, which is to be the subject of an advertising campaign on radio and via written flyers and posters in village markets during 2005. It is a new style of working being piloted within the Fish Farm Development Agency system.



*One-stop Aqua Shop in Ranchi, Jharkhand State (photo G Haylor 2004)*

Meanwhile, two STREAM India staff and a colleague from GVT spent four days visiting Kaipara to further discuss with the federation of Self-Help Groups, local banks, and government and non-governmental support agencies. STREAM and NRSP agreed to support a workshop to be hosted by the federation in Kaipara to help to mature the relationships between the federation, banks and other agencies. At that workshop, Kuddus highlighted how the OAS would change the way that information was made available to farmers and make the process of starting aquaculture more efficient. Farmers could see how this would mean less journeying around, chasing information on fish culture, suppliers, government schemes and micro-credit. Support agencies could also see how this could make their efforts more efficient, and began to pledge their support. Exactly a month later, in June 2004 the Steering Committee of the federation passed a resolution that launched the One-Stop Aqua Shop in Kaipara.

Each SHG has invested 2,000 Rupees (about US\$ 27) from their group funds to provide operating capital. One of the services that the OAS Kaipara is offering is the supply of fish fingerlings. Farmers with seasonal tanks need fingerlings (i.e., larger fish) as early in the season as possible to get a crop before the water dries up. (Increasing the supply of larger fish early in the rainy season is another of the priority recommendations of farmers highlighted through the NRSP STREAM consultation and consensus-building process.)

To start it off in 2004, two tanks (ponds) have been leased by the federation for nursing fish fry. These have so far supplied about 25,000 fingerlings to farmers in a 3-km radius, with discounted rates offered to federation members. People are already coming to buy fingerlings from up to 24 km away but the federation is cautious about promising what it can supply. "The emphasis is on building a reputation for quality," says Kuddus. The federation estimates that the local market for fingerlings is 1,000,000, and their first aim is to develop the OAS capacity to supply half this total.

In another action to help SHGs establish aquaculture, and also to sustain the OAS service, six all-women's groups in the nearby village of Salgati are being supported to raise large fish for sale in ten tanks. The arrangement being tried is that 50% of the benefit will go to the groups, 25% to the tank owner and 25% will go back to the OAS in lieu of the fingerlings it supplies.

Following on from these developments, Mr Sahu, the Director General, Fisheries from neighboring Orissa requested STREAM if he might join a Monitoring and Evaluation Meeting in Ranchi in October, 2004. During the meeting he commended the concept and requested that it take shape in Orissa. He offered to provide manpower for up to four OAS's in Orissa, provided that other government sources, outside of the Fisheries Department could support infrastructure. Following negotiations between STREAM and the Government of Orissa, Orissa Watershed Development Mission, and the DFID funded Western Orissa Rural Livelihoods Project, a one and a half day workshop supported by Natural Resources International on behalf of DFID and facilitated by STREAM hosted sixty three persons from Bolangir and Nuapara districts of Orissa, as well as a number of out-of-state resource persons. The objective was to learn about the concept of the One-stop Aqua Shop, to discuss how they might contribute to an OAS in each local area and how everyone's own work might be benefited. Each colleague received a detailed program, information about the One-stop Aqua Shop Information Service and an 8-page story about the One-Stop Aqua Shop recently developed by a federation of Self-Help Groups in Kaipara Village in Purulia District, West Bengal. Everyone is now considering how to proceed to develop OAS's in Bolangir and Nuapara districts.

STREAM has agreed to support the One-Stop Aqua Shops through the provision of an information service the **One-stop Aqua Shop Information Service (OASIS)**. The service aims to make available information from farmers and fishers, service providers, news

agencies, the internet, academia - including databases of research and outputs from specific research programs, on-line communities of shared-interest groups, as well as learning from other countries. The information service will be made available from the STREAM Initiative through the Communications Hub in Ranchi. Colleagues will be able to utilize the STREAM Virtual Library and learn from the experiences of other STREAM countries through a CDROM at the One-stop Aqua Shop or live through STREAM Communications Hub publications, documents, materials and links to websites, periodicals, and other information at <http://www.streaminitiative.org/Library/VirtuallLibrary.html>

OASIS also provides a link to a *discussion forum*, enabling stakeholders to ask questions of an expanding on-line community of specialists, available at [www.enaca.org](http://www.enaca.org)

‘Enabling them to come to us’, means getting communities in touch with the World Wide Web; it also means getting service providers closer to communities through the development of focal points (OAS) and efficient mechanisms to bring together service providers and recipients. In an age where unprecedented levels of communication are now possible it means changing the way that information is made available – which is what farmers and fishers are requesting and is a priority for service providers.

### **Further Information**

For more information on One Stop Aqua Shops visit the STREAM Initiative’s Virtual Library India page

<http://www.streaminitiative.org/Library/India/india.html>



## CONTEXT

## COUNTRIES

India
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## CULTURED SPECIES

<i>Aristichthys nobilis</i>
<i>Catla catla</i>
<i>Cirrhinus mrigala</i>
<i>Ctenopharyngodon idella</i>
<i>Cyprinus carpio</i>
<i>Hypophthalmichthys molitrix</i>
<i>Labeo rohita</i>

## AQUATIC DISEASES

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## ECOSYSTEMS

Tick	Ecosystem
✓	Field crops and vegetables
✓	Floodplains
✓	Lowlands
✓	Pig farms (ducks, fowls, turkey)
✓	Rural areas
✓	Small ruminant farms (sheep, goats)

## GROWOUT PRODUCTION SYSTEMS

Tick	Growout system
✓	Ponds
✓	Ricefield aquaculture

## PARTICIPANTS

### Organizations

Organization	Address	Web Address (URL)
STREAM Initiative	c/o Network of Aquaculture Centers in Asia-Pacific (NACA) Suraswadi Bldg., DOF Complex Kasetsart University Campus Ladyao, Jatujak, Bangkok 10900 THAILAND	<a href="http://www.streaminitiative.org">http://www.streaminitiative.org</a>
NGO Gramin Vikas Trust	192 Kanke Road, Ranchi, Jharkhand India	-
STREAM Communications Hub	at <a href="mailto:streamindia@sancharnet.in">streamindia@sancharnet.in</a>	<a href="http://www.streaminitiative.org/india">http://www.streaminitiative.org/india</a>

### Individuals

Mr S Sahu	Department of Fisheries Government of Orissa
Mr Bhim Nayak	Farmer, Fulwar Toli, Bundu, Jharkhand
Mr Ras Behari Baraik	Farmer, Chhota Changru, Silli, Jharkhand
Mr Kuddus Ansary	Jankar, Khawasdi, Purulia, West Bengal

For more information contact Rubu Mukherjee at the STREAM India Communications Hub  
[streamindia@sancharnet.in](mailto:streamindia@sancharnet.in)

### Individuals

#### ✓ Development Agents - Government and Non-Government

- ✓ Agriculturalists/Agronomists
- ✓ Aquaculturists
- ✓ Extension officers
- ✓ Development specialists
- ✓ Funding agencies
- ✓ Planners
  - ✓ Local
  - ✓ Regional
- ✓ Policy makers
  - ✓ Local
  - ✓ Regional

#### ✓ Research, Education & Training

- ✓ Researchers

#### ✓ Producers, Investors, Consumers

- ✓ Small-scale producers

## ISSUES

- ✓ Production systems: technology and its management
  - ✓ Seed
    - ✓ Species availability and seed supply
  - ✓ Feeds
    - ✓ Fertilizers
- ✓ Monoculture/ polyculture
- ✓ Suitability for use in integrated systems
- ✓ Production systems, best management practice, social aspects, economic/financial aspects
- ✓ Integrated systems
  - ✓ Integrated agriculture aquaculture systems (IAAS)
- ✓ Resource requirements and allocation
- ✓ Food security
- ✓ Farming systems research and extension
- ✓ Extension
- ✓ Sustainable Development
  - ✓ Sustainable environmental development
- ✓ Livelihood issues
- ✓ Poverty alleviation
- ✓ Scientific versus local or indigenous knowledge
- ✓ Success in R & D
- ✓ Ecosystems: Environment and resources
- ✓ Integrated resource management and coastal zone management (CZM)

## REFERENCES

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Haylor, G, Savage, W and Tripathi, S D 2004b Monitoring and Evaluation Workshop, Publication 6. Promoting the pro-poor policy lessons of R8100 with key policy actors in India, DFID NRSP Research Project R8334.

## ILLUSTRATIONS

Photo 1. Meeting of recipients of service provision in Chhota Changru Village, Silli Block, Ranchi District Jharkhand (photo Bill Savage 2002)
Photo 2. Women's group takes lease on a pond in Kundeimal Village, Daogon Block, Orissa (photo Graham Haylor 2004)
Photo 3. Federation of Self-Help Groups Kaipara, General Body meeting (photo G Haylor 2004)
Photo 4. One-stop Aqua Shop in Ranchi, Jharkhand State (photo G Haylor 2004)